

Message Text

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ACTION CU-04

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FM AMEMBASSY STOCKHOLM
TO SECSTATE WASHDC 7428

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STATE ALSO FOR EUR/NE

E.O. 11652: N/A

TAGS: OEXC, SW (INGELSTAM, MARGARETA)

SUBJECT: IV PROGRAM: FY-1976

REF: (A) 75 STOCKHOLM A-204, (B) 75 STATE 213737, (C) STATE 61157

1. POST HAS JUST LEARNED THAT JAN OLOF STRANDBERG WILL BE UNABLE TO ACCEPT HIS LEADER GRANT. MARGARETA INGELSTAM, COMMUNICATIONS MEDIA/CULTURAL PROGRAMMING SPECIALIST AND APPROVED LEADER NOMINEE, WILL TRAVEL IN HIS STEAD. ETA AUGUST 29. FIRST APPOINTMENT SHOULD BE SCHEDULED FOR AUGUST 30. PLEASE CONFIRM AND ADVISE NAME OF PROGRAM AGENCY.

2. ADDITION AL BIO-DATA: BORN IN SODERHAMN ON MAY 30, 1937. RECEIVED HER FIL MAG IN LITERATURE FROM UNIVERSITY OF STOCKHOLM; JUNIOR YEAR AT ROCKFORD COLLEGE, ILLINOIS, 1957-58. FORMER JOBS INCLUDE ASSISTANT EDITOR, MAGAZINE KRISTET FORUM; 4 YEARS AT SVERIGES RADIO AS PRODUCER, FREELANCER AND HEAD OF A NINE-MONTH ANTI-DRUG CAMPAIGN (1969); CHAIRMAN AND FOUNDER OF INTERNATIONAL ADOPTION CENTER 1967-75. SINCE 1970, SHE HAS WORKED AT TRU (TELEVISION AND RADIO IN EDUCATION) AS A PRODUCER OF RADIO PROGRAMS AND ADMINISTRATOR. THERE SHE HAS BEEN INVOLVED WITH EDUCATIONAL TECHNOLOGY, INTERNATIONALIZATION OF EDUCATION, DEVELOPMENT OF CABLE TV AND VIDEO CASSETTES. ADDITIONAL ACTIVITIES INCLUDE MEMBERSHIP ON THE NATIONAL CULTURAL COUNCIL'S LITERATURE AND LIBRARIES ADVISORY COMMITTEE, A THREE-YEAR APPOINTMENT; MEMBERSHIP ON THE RULING COMMITTEE OF THE MEDIA INSTITUTE OF THE CHURCHES (ECUMENICAL); MEMBERSHIP ON VIDMO, COMMITTEE FOR VIDEO, WHICH WORKS WITH THE

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DIFFERNT NATIONAL CULTURAL ORGANIZATIONS, SUCH AS RIKSKONSERTER,

ROYAL LIBRARY, RIKSTEATERN, TO INCORPORATE VIDEO INTO THEIR CULTURAL PROGRAMS BY FORMING A COOPERATIVE INSTITUTION; STEERING COMMITTEE MEMBERSHIP OF THE SOCIAL DEMOCRATIC PARTY'S KULTURARBETARNAS FORENING. INGELSTAM IS THE AUTHOR OF TWO BOOKS: ADOPT: AN ALTERNATIVE AND WHAT SHOULD WE DO WITH VIDEO (FORTHCOMING MID-MAY), WHICH EXPLORES WHETHER CASSETTES SHOULD BE COMMERCIAL PRODUCTS OR BELONG TO THE CITIZENRY IN GENERAL.

3. ALTHOUGH DETAILED PROGRAM SUGGESTIONS WILL BE SENT LATER, A FEW OF THE MAIN ONES WOULD BE THE FOLLOWING: VISITS TO THE ANNENBERG SCHOOL OF COMMUNICATIONS AND PARTICIPATION IN ANY RELEVANT MEDIA SYMPOSIA HELD THERE OR ELSEWHERE; IMPORTANT TELEVISION STATIONS, SUCH AS WNET (THE TELEVISION LABORATORY), WGBH, NYC; PBS FOR PROGRAMMING AND A DISCUSSION ABOUT THEIR COOPERATION WITH LIBRARIES; FCC AND AN APPOINTMENT WITH FORMER COMMISSIONER NICOLAS JOHNSON ON POLICY MATTERS; VARIOUS STATE COUNCILS FOR THE ARTS (INCLUDING CALIFORNIA AND NEW YORK); THEOLOGIAN HARVEY COX, AUTHOR OF SEDUCTION OF THE SPIRIT, WHOM SHE HAS MET ONCE, TO DISCUSS MEDIA PHILOSOPHY. MS INGELSTAM IS INTERESTED IN FINDING WAYS TO RELATE MEDIA, EDUCATION AND CULTURE; TO CHANGE THE STYLE OF LEARNING BY ENCOURAGING PEOPLE TO BECOME CREATIVE THEMSELVES AND INCORPORATE THE NOW-PASSIVE VIEWERS INTO THE PRODUCING FUNCTION. SHE BELIEVES VIDEO CAN BE THE MEANS OF REACHING THE PEOPLE'S MOVEMENTS, YOUTH GROUPS, AND COMMUNITY ACTIVISTS AND WOULD LIKE TO DISCUSS THESE IDEAS WITH AMERICAN COLLEAGUES.

4. PLEASE CONFIRM DATE AND PROGRAM AGENCY.
JOHNSON

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